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Demystifying Development

Why so secretive?

Our Community Development team is often working with several prospects to bring jobs, services, and growth to Rosemount – and we typically aren't able to disclose which businesses we are working with. Many citizens wonder why this is. Shouldn't residents know who might be building in town?

While confidential transactions are common in the site selection and real estate development industry, government is traditionally associated with transparency and publicly available information. Because actions taken by city commissions and City Council are open to the public, certain businesses are often hesitant to make applications to the City until they are well-along their own process of site selection and due diligence.

The reality is that businesses typically “shop around” until they are fairly certain that they have found the right spot to develop. Their goal is to minimize their risk and financial investment until they have done their homework. This homework includes working with the City to analyze planning and zoning requirements, public infrastructure such as roads or energy requirements, plus researching real estate

availability, workforce needs, and any potential conflicts, just to name a few.

While this work can be relatively straightforward for businesses that are driven to locate near their customers (retail, gas stations etc.), it becomes a bit more complex for large companies who are often considering multiple sites across multiple cities, states or regions of the country. In cases of publicly-traded companies, they are sensitive to news of their location and growth plans getting out ahead of official announcements. Plans often have competitive implications for real estate negotiations, employee retention if a relocation is being considered, and potential impacts to stock prices if development plans change or are released ahead of schedule.

Like many projects our Community Development team works with, it is less about the “who” and more about what type of business it is, if and how it integrates into the growth plans of the community, and does it conform with City Code.

For more information on current development opportunities in Rosemount, visit rosemountmn.gov/business.



A Codename Case Study: “Project Osprey”

One example of a recent project that successfully located in Rosemount was called “Project Osprey” during their development plans and series of approvals – which lasted nearly a year. Today that project is publicly known as a 417,000 square foot distribution center for The Home Depot located near Highway 3.

Project Osprey started like many of these prospects, with an inquiry from a representative of a site selection team looking to find a suitable location for a Fortune 500 company’s next distribution location. Cities often are asked to respond to a questionnaire based on a series of requirements that meet the needs of the business seeking a new location. It is almost never known who the company is at that time for many of the reasons outlined above. From there, the company narrows down a list of potential sites based on these responses and chooses to engage with a number of communities based on a refined set of criteria.

At that point, the identity of the company may be revealed, but more commonly the identity is requested to remain confidential as they further narrow the list of sites under consideration. Staff worked closely with the Project Osprey development team for nearly two years as they worked through everything from site design, infrastructure needs – in this case the extension of a local road in the business park was necessary to facilitate truck access to Highway 3, to any specific requests or deviations from City Code to make the facility compatible with the site they had selected in Rosemount.

During that time, you may have seen or heard the codename “Project Osprey” during a Planning Commission or Port Authority meeting. This is when we as the City start getting questioned about the secrecy of a project. However, there are often circumstances where a project will be nearly ready to go, preparing for public application, and then something will happen either on their end or due to market conditions and plans change. So until the business is almost certain that they have done their due diligence and are ready to apply for building permits and break ground, they maintain their confidentiality.

Today **The Home Depot** is currently hiring a number of people for their Rosemount location, investing locally, and contributing to the growing tax base of our thriving community.

HOME DEPOT
417,000 SQ.FT.
DISTRIBUTION
CENTER



» JOIN A CITY COMMISSION

Rosemount residents can help set the direction of their community by applying to serve on a City Commission. These groups help to advise the City Council on issues of importance. Current commission openings include: Parks and Recreation, Planning, Utility, Port Authority, Environment and Sustainability, and Youth. There are multiple openings this year. Residents interested in serving on a commission can learn more and apply online at [rosemountmn.gov/commissions](https://www.rosemountmn.gov/commissions). Applications are due by March 3, 2023.

» PART-TIME SUMMER HELP NEEDED

The City of Rosemount hires seasonal staff each year to help us get all our work completed. Summer seasonal staff assist with mowing of parks, open spaces and boulevards, ballfield maintenance, taking care of flower gardens, street and utility maintenance tasks, as well as recreational programs. For information about seasonal job positions and to become a part of the team, visit [rosemountmn.gov/jobs](https://www.rosemountmn.gov/jobs). Sign up to receive a notification when jobs are posted.

» HELPFUL CITY MAPS AVAILABLE

The City’s website contains a collection of mobile-friendly maps that can help you explore our parks and trail systems, learn about current construction and development projects in the community, locate a new restaurant in town, explore the city’s zoning and land use designations, and so much more! This page is easily accessible by selecting the **Interactive City Maps** link under *Common Service Requests* on our homepage.